

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Re: Creative Ways to Communicate Your Brand during COVID-19

LUBBOCK, Texas – The Lubbock Chamber of Commerce will host a panel of three local experts at 10 a.m. on Wed., April 22 to discuss creative ways businesses can communicate their brand during the pandemic.

The following panelist will discuss the importance of knowing your brand and will share tips for redefining your purpose or building upon the existing business model. Donya Butler, DesignEnvy; Pam Sharpe, Price Group; and Ryker Taylor, WunderTre will also share survival stories of those that have fought digital obscurity to evolve their business to accommodate the recent regulations the business community is currently facing in today's economic climate.

Visit LubbockChamber.com/events to register or [click here](#).

For upcoming and recorded webinars, legislative updates and other resources useful to the Lubbock community visit the Lubbock Chamber's [COVID-19 website](#).

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The Lubbock Chamber of Commerce represents almost 1,700 businesses and over 79,000 employees on the South Plains which accounts for over \$2 billion in annual household earnings in Lubbock and West Texas. Since 1913 the Chamber, as a catalyst for business growth; a convener of leaders and influencers; and a champion for a stronger community, has served as a unified voice of business by actively advocating for a pro-jobs, pro-growth, pro-business climate.